

**ORGANICDATA  
NETWORK**



SEVENTH FRAMEWORK PROGRAMME  
FP7-KBBE.2011.1.4-05

Data network for better European organic market information

# The European Market for Organic Food

## Assessment of data quality

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# Overview

- Introduction
- Data providers and collection methods
- Data quality dimensions
- Data quality
- Key data collectors
- Quality assessment
- Conclusions

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# Introduction

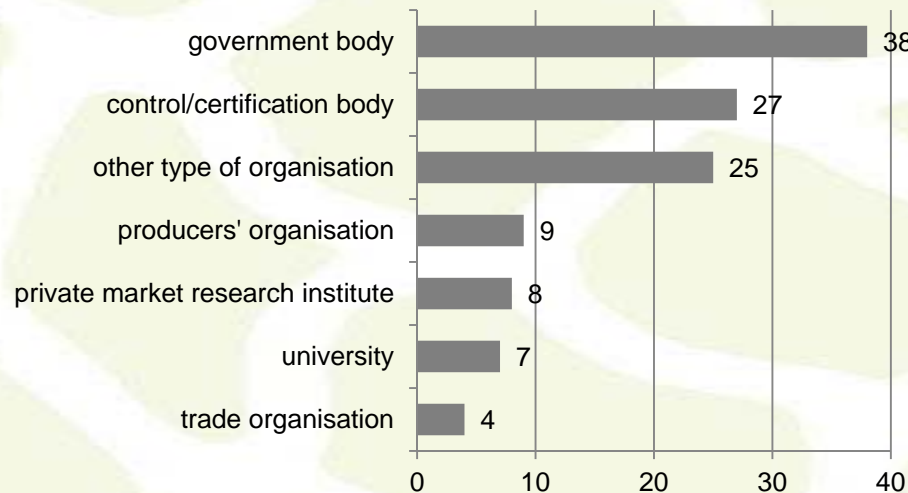
- Analysis of organic market data collection methods
- Survey on current situation in Europe
  - Broad overview on active stakeholders
  - Identification of methodological approaches
- Overall evaluation in terms of coverage and comprehensiveness
- Quality assessment of data collection methods
  - Use of data quality dimensions
  - Exemplified for key data collectors in Europe
- Aim: elaboration of reference system (harmonised, consistent, and comprehensive)



# Organic market data providers and data collection methods

n = 109

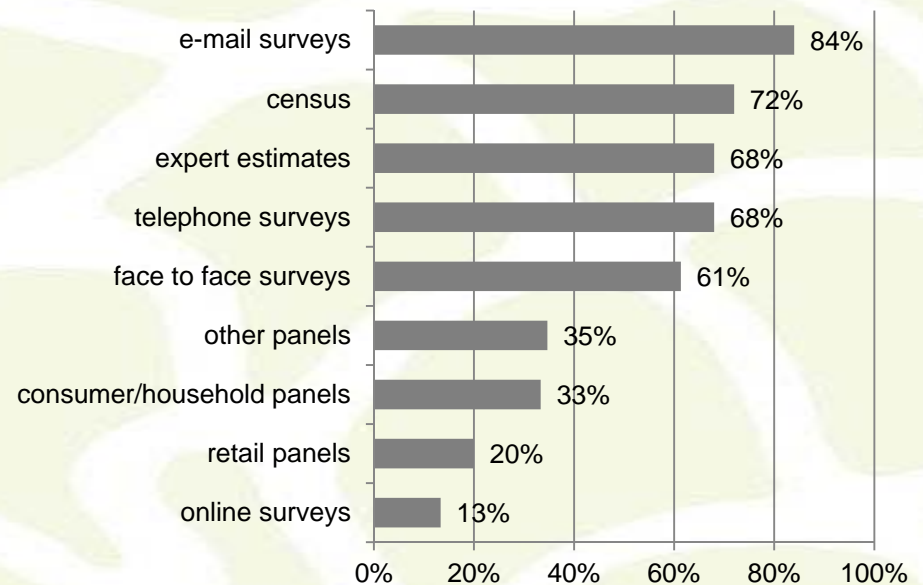
Type of organisation <sup>1)</sup>



<sup>1)</sup> Multiple responses possible

n = 75

Data collection methods across all data types <sup>1)</sup>



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# Data quality dimensions (ESS standard)

## Relevance

- To which degree do statistical outputs meet end-users' needs?
- Is the data complete? To which extent?

## Accuracy

- How close are the estimates to the true values?
- Are there inconsistencies and errors in the methodological approach?

## Comparability

- Is the data comparable over time and across regions?

## Coherence

- Are there any differences in concepts and methods?
- Do the reported differences have an effect on the output values?

## Accessibility/Clarity

- Is it simple and easy to access data? Obstacles?

## Timeliness/Punctuality

- Is data available promptly after occurrence of the event?
- Is there a time lag between release and target date of publication?

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# Data quality

## Survey questions from WP2 allocated to quality dimensions

Relevance	Accuracy	Comparability	Coherence	Accessibility/ Clarity	Timeliness/ Punctuality	CF1
Main focus of organisation	Data sources	Methods of data collection	Methods of data collection	Voluntary or obligatory data provision	Frequency of data collection	
Data sources	Methods of data collection	Disaggregation of data		Publication of data	Frequency of publication	
Data uses	Details of analysis	Sample size		Availability of data		
Type of analysis & details of analysis	Quality checks & details of quality checks			Format of publication		
Sample size						
Start of data collection						





# Key data collectors

→ identified from survey dataset due to advanced data collection

- **Eurostat:** covering EU 27, Switzerland and Norway
- **Agrarmarkt Informations-Gesellschaft mbH (Germany):** wide range of market data types and collection methods, large sample, application of quality checks
- **Statistics Denmark:** wide range of market data types, many different data sources
- **Soil Association (UK):** wide range of market data types and collection methods, annual organic market report
- **Agence Bio (France):** wide range of market data types and collection methods, large sample, application of quality checks
- **BioSuisse:** wide range of market data types, retail data from many outlets

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# Conclusions

Reference system: AMI and Agence Bio

- Comprehensive methodological approach: extensive data collection, advanced analysis and use of quality checks
- Long-time experience
- Large sample
- Published data is easily accessible
- Annual collection and publication

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